



DATABASE MARKETING

GO BEYOND DRIP CAMPAIGNS WITH AN ADVANCED AUTOMATED DATABASE MARKETING SOLUTION

Move beyond basic "one size fits all" drip emails to an advanced database marketing solution that includes 9 pre-built, automated campaigns that turns leads into transactions.

INFUSIONSOFT PACKAGE

INCLUDES:

Infusionsoft Platform
9 Pre-built, Automated Campaigns

TRAINING:

Recorded One-on-One Training

SET UP:

Campaigns, Tags, Contacts
Connect to Lead Sources

SUPPORT:

Ongoing Brokerage & Agent Support

With the Infusionsoft Package, you will be able to...

- ✓ Segment your database
- ✓ Scale your marketing efforts
- ✓ Save more time, be more productive
- ✓ Reach more of your database
- ✓ Position yourself as the expert
- ✓ Retain your lead by providing value
- ✓ Cultivate leads over time
- ✓ Monitor user behavior and clicks
- ✓ Automatically move lead into new funnel
- ✓ Create a post-transaction funnel
- ✓ Get started right away

9 PRE-BUILT CAMPAIGNS

GENERAL BUYER CAMPAIGN

This 24-month campaign will allow you to make a strong, immediate connection with your prospects, resulting in more appointments with your buyer leads.

GENERAL SELLER CAMPAIGN

Convince your prospects to list with you with this 24-month campaign. Programmed triggers and calculators provide behavioral data about when your prospects are likely to list.

EXPIRED LISTING CAMPAIGN

Reach frustrated FSBO sellers and quickly establish yourself as the agent to sell their expired property with valuable, compelling, educational information.

FSBO CAMPAIGN

As the agent providing helpful advice to your FSBO prospect, you will quickly demonstrate your value and increase the likelihood the prospect will list with you.

ACTIVE SELLER CAMPAIGN

Communicate better with your listing clients as you help them navigate through the selling process.

Excellent online client service will lead to more seller referrals.

BUYER POST CLOSING CAMPAIGN

Stay in close contact with your buyer after the sale with regular communications. Prove that you are committed to providing excellent service and win repeat referral business.

ADOPT A BUYER CAMPAIGN

Be there for your competition's clients when your competitor has lost touch. Win new business by showing them that you can offer them a better experience in future transactions.

COI / PAST CLIENT CAMPAIGN

Stay "top of mind" with the past clients and COI contacts with consistent email communications. Let them know you're always there for them and never too busy for a referral.

CLICK NOTIFICATION CAMPAIGN

A lead identifier campaign to notify you and/or a team member that the prospect is engaged with the content, raised their hand, and is close to converting.

